

WDAF-TV
RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 7/17/12
- (2) Name of person making the request: CHRIS BRIMER
- (3) Agency (if any): LWC MEDIA
- (4) Address of agency: 25 WHITLOCK PLACE SUITE 201
MARIETTA, GA 30064
- (5) Telephone number of agency: 770-427-0735
- (6) Name of candidate: CHRIS KOSTER
- (7) If sponsor is a Committee, name of Committee: MISSOURIANS 4 KOSTER
- (8) Address of Committee: PO BOX 1551
JEFFERSON CITY MO 65102
- Email Address: _____
- (9) Telephone number of Committee: 314-514-5684
- (10) Committee officers: _____
Chairman/Manager

Vice Chairman
GARY MALLORY
Treasurer
- (11) Is it the candidate's authorized Committee? yes
Yes or No
- (12) Political Party of candidate: DEM.

(13) Office for which candidate is running: ATTY GEN / MO.

(14) (check one)

Federal Office X State Office Local Office

(15) Election for which candidate is campaigning: GEN

(16) Date of election: _____ Primary: _____ General: 11/6

(17) Programs or times requested: ATTACHED

(18) Dates requested: 9/18 - 11/6

(19) Length of spot / program time requested: 30

(20) Request made: In writing _____ Orally X
(Check one: If in writing, attach and retain)

(21) Station offer: SEE ATTACHMENT

(22) Disposition of request: Granted ✓ Not Granted _____
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes No (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: 7/17/12
Date

Comments (if any) _____

WDAT
Station

Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE



WDAF-TV

ORDER

Print Date 09/12/12

Page 1 of 2

Flight Dates 09/18/12-09/23/12

Contract / Revision 574553 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Product

MISSOURIANS 4 KOSTER

Agency Com 15%

Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812005

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL11b

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 26250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	4725
KCWE	%	0
KMBC	18%	4725
KMCI	%	0
KPXE	%	0
KSHB	23%	6037
KSMO	1%	262

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$8,925.00	\$10,500.00	0.00	08/27/12	09/23/12	22	\$8,925.00	\$10,500.00
Totals	22	\$8,925.00	\$10,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	09/18/12	09/21/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-TWTF--	4		\$450.00		0.00						
E 2	4	09/18/12	09/21/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-TWTF--	4		\$300.00		0.00						
E 3	4	09/22/12	09/22/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$225.00		0.00						



WDAF-TV

Print Date: 09/12/12

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Contract / Revision 574553 Flight Dates 09/18/12-09/23/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	4	09/23/12	09/23/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00 NM	1	\$150.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1		\$150.00		0.00			
E 5	4	09/18/12	09/21/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	3	\$450.00	2	0.00 NM	3	\$1,350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--			3		\$450.00		0.00			
E 6	4	09/18/12	09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	3	\$600.00	2	0.00 NM	3	\$1,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--			3		\$600.00		0.00			
E 7	4	09/22/12	09/22/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$225.00	2	0.00 NM	1	\$225.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1		\$225.00		0.00			
E 9	4	09/18/12	09/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TWTF--	:30	3	\$750.00	2	0.00 NM	3	\$2,250.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--			3		\$750.00		0.00			
E 11	4	09/18/12	09/21/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-TWTF--	:30	2	\$750.00	2	0.00 NM	2	\$1,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--			2		\$750.00		0.00			
													Totals	22 \$10,500.00



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ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 09/24/12-09/30/12

Contract / Revision 574593 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MISSOURIANS 4 KOSTER

Agency Com 15%
Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate #
Alt Order # 09812006

Billing Type Cash
Order Type GENERAL

Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+
Rev Codes SP-POL PLC GEN

Product Codes PL11b
Priority 2
Advertiser Ref

Order Share 40% Market Value 46875

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	8437
KCWE	%	0
KMBC	18%	8437
KMCI	%	0
KPXE	%	0
KSHB	23%	10781
KSMO	1%	468

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	43	\$15,937.50	\$18,750.00	0.00
Totals	43	\$15,937.50	\$18,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	43	\$15,937.50	\$18,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	09/24/12	09/28/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$450.00		0.00						
E 2	4	09/24/12	09/28/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$300.00		0.00						
E 3	4	09/24/12	09/28/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	5	\$150.00	2	0.00	NM	5	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$150.00		0.00						

Contract / Revision **574593** **Flight Dates** 09/24/12-09/30/12

Original Date / Revision 09/12/12/ 09/12/12

Advertiser	Koster/D/Atty Gen/MO	Product	MISSOURIANS 4 KOSTER	Estimate #
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	4	09/29/12	09/29/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$225.00		0.00				
E 5	4	09/30/12	09/30/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$150.00		0.00				
E 6	4	09/24/12	09/28/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$225.00	2	0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$225.00		0.00				
E 8	4	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$600.00		0.00				
E 11	4	09/24/12	09/28/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$750.00		0.00				
E 13	4	09/30/12	09/30/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$750.00		0.00				
E 14	4	09/24/12	09/28/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$750.00		0.00				
E 15	4	09/24/12	09/28/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$300.00		0.00				
Totals														43	\$18,750.00



WDAF-TV

ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 10/01/12-10/07/12

Order Sep 00:15:00

Product

Estimate #

MISSOURIANS 4 KOSTER

Alt Order # **09812007**

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

**25 Whitlock Place
Suite 201
Marietta, GA 30064**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL11b

Priority 3

Advertiser Ref

Sales Office DC-M

Sales Region NAT

Agency Ref

Contract / Revision **574599 /**

Original Date / Revision
09/12/12 09/12/12

Advertiser **Koster/D/Atty Gen/MO**

Agency **LUC Media**

Buying Contact

**25 Whitlock Place
Suite 201
Marietta, GA 30064**

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 54375

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	9787
KCWE	%	0
KMBC	18%	9787
KMCI	%	0
KPXE	%	0
KSHB	23%	12506
KSMO	1%	543

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	48	\$18,487.50	\$21,750.00	0.00	10/01/12	10/07/12	48	\$18,487.50	\$21,750.00
Totals	48	\$18,487.50	\$21,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/01/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$400.00		0.00						
E 2	4	10/01/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$375.00		0.00						
E 3	4	10/01/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$200.00		0.00						



WDAF-TV

ORDER

Print Date 09/17/12 Page 1 of 2

Flight Dates 09/18/12-09/23/12

Contract / Revision 574553 /

Original Date / Revision
09/17/12 09/17/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Product
MISSOURIANS 4 KOSTER

Agency Com 15%
Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate #
Alt Order # 09812005

Billing Type Cash
Order Type GENERAL

Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+
Rev Codes SP-POL PLC GEN

Product Codes PL11b
Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 26250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	4725
KCWE	%	0
KMBC	18%	4725
KMCI	%	0
KPXE	%	0
KSHB	23%	6037
KSMO	1%	262

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$8,925.00	\$10,500.00	0.00	08/27/12	09/23/12	22	\$8,925.00	\$10,500.00
Totals	22	\$8,925.00	\$10,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	09/18/12	09/21/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--WTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	4		\$450.00		0.00						
E 2	4	09/18/12	09/21/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--WTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	4		\$300.00		0.00						
3	4	09/22/12	09/22/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$225.00		0.00						

